

ABSTRACT

B¹
-A package for receiving golf ball. The package includes a generally rectangular indication section or label formed on the package for indicating a plurality of performance characteristics of the golf ball that is enclosed within the package. The section includes two or more sub-sections, which in turn include an icon and a set of descriptive information to identify and specify performance characteristics of the golf ball. Performance characteristics of the golf ball include, by way of example, golf ball structure, recommended head speed, feel, spin, green targeting, trajectory and distance.